

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

Contract / Revision 494852 /		Alt Order # 06330891
Product DSCC IE		
Contract Dates 09/25/12 - 10/01/12		Estimate # 1848
Advertiser DSCC		Original Date / Revision 09/21/12 / 09/21/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 49	Product Code 53
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/25/12	10/01/12	Cops	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$195.00			
N 2	KVVU	09/25/12	10/01/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$250.00			
N 3	KVVU	09/25/12	10/01/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$8,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$2,150.00			
N 4	KVVU	09/25/12	10/01/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				1	\$1,950.00			
N 5	KVVU	09/25/12	10/01/12	Better	M-F 11a-12p		:30			NM	4	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$195.00			
N 6	KVVU	09/25/12	10/01/12	Katie Couric	2-3p		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$275.00			
N 7	KVVU	09/25/12	10/01/12	Anderson	3-4p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$300.00			
N 8	KVVU	09/25/12	10/01/12	The Dr.Oz Show	4-5p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$350.00			
N 9	KVVU	09/25/12	10/01/12	Fox 5 News at 5	5-530p		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$950.00			
N 10	KVVU	09/25/12	10/01/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$450.00			
N 11	KVVU	09/25/12	10/01/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
494852 /	06330891

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	DSCC IE	1848

Advertiser	Original Date / Revision
DSCC	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$1,025.00			
N 12	KVVU	09/25/12	10/01/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$725.00			
N 13	KVVU	09/25/12	10/01/12	MORE Access	630-7pm		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$900.00			
N 14	KVVU	09/25/12	10/01/12	Extra	M-F 7-730p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$950.00			
N 15	KVVU	09/25/12	10/01/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$700.00			
N 16	KVVU	09/25/12	10/01/12	TMZ	730-8p		:30			NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$1,350.00			
N 17	KVVU	09/25/12	10/01/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$275.00			
N 18	KVVU	09/28/12	09/28/12	Fringe	Fri 9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$4,000.00			
N 19	KVVU	09/29/12	09/29/12	Clone Wars	Sa 2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$85.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	Clone Wars	Sa 2-3p	-----Sa--	:30	\$85.00	NM		
See MG 21.2												
N 20	KVVU	09/29/12	09/29/12	The Closer	Sa 3-4p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$95.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	The Closer	Sa 3-4p	-----Sa--	:30	\$95.00	NM		
See MG 21.2												
N 21	KVVU	09/29/12	09/29/12	Criminal Minds	Sat 5-6p		:30			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$150.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	Criminal Minds	Sat 5-6p	-----Sa--	:30	\$150.00	NM		
See MG 21.2												
		2	KVVU	09/30/12-09/30/12	Extra Weekend	Su 6-7p	-----Su	:30	\$330.00	NM		
Ⓜ MG for 20.1,19.1,21.1												
N 22	KVVU	09/30/12	09/30/12	NFL Late Game	NFL Late Game		:30			NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$9,500.00			
N 23	KVVU	09/30/12	09/30/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,850.00			
N 24	KVVU	09/30/12	09/30/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00

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Advertiser	Original Date / Revision
DSCC	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,200.00			
N 25	KVVU	09/30/12	09/30/12	NFL Early Game	NFL Early Game		:30			NM	1	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$8,250.00			
N 26	KVVU	09/30/12	09/30/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$300.00			
N 27	KVVU	09/27/12	09/27/12	The X Factor	The X Factor		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$7,500.00			
Totals											56	\$67,625.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	42	\$57,030.00	\$48,475.50
10/01/12 - 10/01/12	14	\$10,595.00	\$9,005.75
Totals	56	\$67,625.00	\$57,481.25

Signature: _____ **Date:** _____

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REP HEADLINE# 6330891

\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP

CHANGES

SEP21/12 15.48

*** KVVU-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
20	S		300P-400P	30		\$95.00	9/29	9/29	0		SAT	0
PROGRAM : WITHOUT A TRACE												
CON COM1: WITHOUT A TRACE												
21	S		500P-600P	30		\$150.00	9/29	9/29	0		SAT	0
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#19	MISSED:SAT/200P-300P				SEP29		30S	\$85.00	(SEP21/12)	
		BUY#20	SAT/300P-400P				SEP29		30S	\$95.00		
		BUY#21	SAT/500P-600P				SEP29		30S	\$150.00		
			OFFER:SUN/600P-700P				SEP30		30S	\$330.00	PLS ADVISE.	
CMT:SPOTS N/A DUE TO SPORTS. MG EXTRA WEEKEND. PRE-BOOKED PLS APPROVE.												
SEP/12			67625.00	OCT/12		\$.00						
										CONTRACT TOTAL	67625.00	
										TOTAL SPOTS	56	

MARKET TOTALS \$355,921

KVVU 19%

KSNV 24%

KTUD 0%

KLAS 27%

KTMV 23%

KVMY 6%

KVCW 1%

CABL 0%

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6330891
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP21/12 11.57
*** KVVU-TV ***

ADV # ADV. NAME ISS/DSCC IE REP. # OFF. # 762 SALESMAN #
AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MAURA GILROY

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER # 494852 CONTRACT # 6330891 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC IE EST#1848 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP21/12 11.57

REP: TO ROSE
FR NIKKI
NEW DSCC IE ORDER
TOTAL \$67625
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 49
AGENCY PRODUCT CODE = 53
AGENCY EST# = 1848

1			100P-200P	30		\$195.00	9/25	10/1	2		TU-F,M	2
---	--	--	-----------	----	--	----------	------	------	---	--	--------	---

PROGRAM : COPS
CON COM1 : COPS

2			1000A-1100A	30		\$250.00	9/25	10/1	2		TU-F,M	2
---	--	--	-------------	----	--	----------	------	------	---	--	--------	---

PROGRAM : DR OZ
CON COM1 : DR OZ

REP HEADLINE# 6330891
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP21/12 11.57
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1: FOX 5 NEWS AT 10P	30		\$2,150.00	9/25	10/1	4		TU-F,M	4
4			1100P-1135P PROGRAM : FOX 5 NEWS AT 1100P CON COM1: FOX 5 NEWS AT 1100P	30		\$1,950.00	9/25	10/1	1		TU-F,M	1
5			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1: BETTER LAS VEGAS	30		\$195.00	9/25	10/1	4		TU-F,M	4
6			200P-300P PROGRAM : KATIE COURIC CON COM1: KATIE COURIC	30		\$275.00	9/25	10/1	4		TU-F,M	4
7			300P-400P PROGRAM : ANDERSON COOPER CON COM1: ANDERSON COOPER	30		\$300.00	9/25	10/1	4		TU-F,M	4
8			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$350.00	9/25	10/1	4		TU-F,M	4
9			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1: FOX 5 NEWS AT 5PM	30		\$950.00	9/25	10/1	3		TU-F,M	3
10			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1: FOX5 NEWS 5A	30		\$450.00	9/25	10/1	2		TU-F,M	2
11			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1: FOX 5 NEWS AT 530PM	30		\$1,025.00	9/25	10/1	3		TU-F,M	3

REP HEADLINE# 6330891
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REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP21/12 11.57
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	30		\$725.00	9/25	10/1	4		TU-F,M	4
13			600P-700P PROGRAM : MORE ACCESS CON COM1: MORE ACCESS	30		\$900.00	9/25	10/1	2		TU-F,M	2
14			700P-730P PROGRAM : EXTRA CON COM1: EXTRA	30		\$950.00	9/25	10/1	2		TU-F,M	2
15			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1: FOX5 MORNING NEWS	30		\$700.00	9/25	10/1	3		TU-F,M	3
16			730P-800P PROGRAM : TMZ CON COM1: TMZ	30		\$1,350.00	9/25	10/1	2		TU-F,M	2
17			900A-1000A PROGRAM : MORE LAS VEGAS CON COM1: MORE LAS VEGAS	30		\$275.00	9/25	10/1	2		TU-F,M	2
18			900P-1000P PROGRAM : FRINGE CON COM1: FRINGE	30		\$4,000.00	9/28	9/28	1		FRI	1
19			200P-300P PROGRAM : THE CLOSER CON COM1: THE CLOSER	30		\$85.00	9/29	9/29	1		SAT	1
20			300P-400P PROGRAM : WITHOUT A TRACE CON COM1: WITHOUT A TRACE	30		\$95.00	9/29	9/29	1		SAT	1

REP HEADLINE# 6330891
 *** ORIGINAL REV#0 ***

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 ORDER WORKSHEET HARRIS REPORT FROM REP

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 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			500P-600P	30		\$150.00	9/29	9/29	1		SAT	1
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
22			100P-400P	30		\$9,500.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL (GAME 2)												
CON COM1: FOX NFL (GAME 2)												
23			1000P-1045P	30		\$1,850.00	9/30	9/30	1		SUN	1
PROGRAM : FOX 5 NEWS AT 10PM SUN												
CON COM1: FOX 5 NEWS AT 10PM SUN												
24			1045P-1100P	30		\$1,200.00	9/30	9/30	1		SUN	1
PROGRAM : FOX 5 SPORTS EXTRA												
CON COM1: FOX 5 SPORTS EXTRA												
25			1000A-100P	30		\$8,250.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL (GAME 1)												
CON COM1: FOX NFL (GAME 1)												
26			1100P-1200M	30		\$300.00	9/30	9/30	1		SUN	1
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
27			800P-900P	30		\$7,500.00	9/27	9/27	1		THU	1
PROGRAM : THE X-FACTOR RESULTS												
CON COM1: THE X-FACTOR RESULTS												
SEP/12			67625.00			OCT/12						
												CONTRACT TOTAL
												67625.00
												TOTAL SPOTS
												58

MARKET TOTALS \$355,921 KVVU 19% KSNV 24% KLAS 27% KTNV 23% KVMY 6% KVCW 1% CABL 0% KTUD 0%

SVC- NSI
 DEMOS- RA35+*